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U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE			
<b>RESPONSE TO NOTICE OF NON-COMPLIANT AMENDMENT (37 CFR 1.121)</b>		Attorney Docket Number: 11032-3028      PATENT	
Reissue Applicant ROBINSON, Gary B.	Reissue Application No. 09/893,748	Reissue Filing Date 29 June 2001	
Patent Number 5,918,014	Issued 29 June 1999	Examiner CARLSON, J.	Art Unit 3622
Invention Title AUTOMATED COLLABORATIVE FILTERING IN WORLD WIDE WEB ADVERTISING		Assignee DoubleClick Inc.	

**Mail Stop AMENDMENT**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

Attached is a copy of a Notice of Non-Compliant Amendment (37 CFR 1.121) mailed by the Patent Office on May 18, 2006. This notice indicates that the document filed by Applicant on May 12, 2006 is considered non-compliant because "it has failed to meet the requirements of 37 C.F.R. 1.121". Specifically, the notice states that a complete listing of all of the claims is not present.

Applicant respectfully traverses the issuance of this notice by pointing out that the present application is a Reissue application. As stated in 37 C.F.R. § 1.121(i), "[a]ny amendment to the description and claims in reissue applications must be made in accordance with § 1.173." Applicant submits that 37 C.F.R. § 1.173 does not require a complete listing of all of the claims to be present.

Applicant respectfully requests withdrawal of the attached Notice of Non-Compliant Amendment, and asks that the Preliminary Amendment filed on June 19, 2001, as made compliant by Applicant's filings on February 3, 2006 and May 12, 2006, be promptly entered.

Although not believed necessary, the Office is hereby authorized to charge any fees required under 37 C.F.R. § 1.16 or § 1.17 or credit any overpayments to Deposit Account No. 11-0600.

The Examiner is invited to contact the undersigned at 202-220-4200 to discuss any matter regarding this application.

Respectfully submitted,  
KENYON & KENYON LLP

Dated: June 19, 2006

By: Bradley J. Meier  
Bradley J. Meier  
(Reg. No. 44,236)

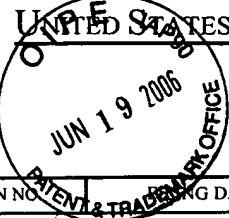
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APPLICATION NO.	FILED DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/893,748	06/29/2001	Gary B. Robinson	11032/3028	3348

23838 7590 05/18/2006

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EXAMINER

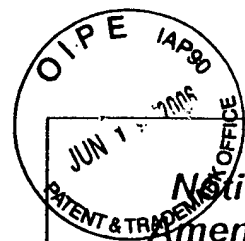
CARLSON, JEFFREY D

ART UNIT PAPER NUMBER

3622

DATE MAILED: 05/18/2006

Please find below and/or attached an Office communication concerning this application or proceeding.



**Notice of Non-Compliant  
Amendment (37 CFR 1.121)**

Application No.

9/893,748

Applicant(s)

Examiner

Art Unit

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

The amendment document filed on 5-12-06 is considered non-compliant because it has failed to meet the requirements of 37 CFR 1.121. In order for the amendment document to be compliant, correction of the following item(s) is required.

THE FOLLOWING MARKED (X) ITEM(S) CAUSE THE AMENDMENT DOCUMENT TO BE NON-COMPLIANT:

☐ 1. Amendments to the specification:

- ☐ A. Amended paragraph(s) do not include markings.  
☐ B. New paragraph(s) should not be underlined.  
☐ C. Other \_\_\_\_\_

☐ 2. Abstract:

- ☐ A. Not presented on a separate sheet. 37 CFR 1.72.  
☐ B. Other \_\_\_\_\_

☐ 3. Amendments to the drawings:

- ☐ A. The drawings are not properly identified in the top margin as "Replacement Sheet," "New Sheet," or "Annotated Sheet" as required by 37 CFR 1.121(d).  
☐ B. The practice of submitting proposed drawing correction has been eliminated. Replacement drawings showing amended figures, without markings, in compliance with 37 CFR 1.84 are required.  
☐ C. Other \_\_\_\_\_

☒ 4. Amendments to the claims:

- ☒ A. A complete listing of all of the claims is not present.  
☐ B. The listing of claims does not include the text of all pending claims (including withdrawn claims)  
☐ C. Each claim has not been provided with the proper status identifier, and as such, the individual status of each claim cannot be identified. Note: the status of every claim must be indicated after its claim number by using one of the following status identifiers: (Original), (Currently amended), (Canceled), (Previously presented), (New), (Not entered), (Withdrawn) and (Withdrawn-currently amended).  
☐ D. The claims of this amendment paper have not been presented in ascending numerical order.  
☐ E. Other: \_\_\_\_\_

For further explanation of the amendment format required by 37 CFR 1.121, see MPEP § 714 and the USPTO website at <http://www.uspto.gov/web/offices/pac/dapp/opla/preognotice/officeflyer.pdf>.

**TIME PERIODS FOR FILING A REPLY TO THIS NOTICE:**

1. Applicant is given **no new time period** if the non-compliant amendment is an after-final amendment or an amendment filed after allowance. If applicant wishes to resubmit the non-compliant after-final amendment with corrections, the **entire corrected amendment** must be resubmitted within the time period set forth in the final Office action.
2. Applicant is given **one month**, or thirty (30) days, whichever is longer, from the mail date of this notice to supply the **corrected section** of the non-compliant amendment in compliance with 37 CFR 1.121, if the non-compliant amendment is one of the following: a preliminary amendment, a non-final amendment (including a submission for a request for continued examination (RCE) under 37 CFR 1.114), a supplemental amendment filed within a suspension period under 37 CFR 1.103(a) or (c), and an amendment filed in response to a Quayle action.

**Extensions of time** are available under 37 CFR 1.136(a) only if the non-compliant amendment is a non-final amendment or an amendment filed in response to a Quayle action.

**Failure to timely respond** to this notice will result in:

**Abandonment** of the application if the non-compliant amendment is a non-final amendment or an amendment filed in response to a Quayle action; or

**Non-entry** of the amendment if the non-compliant amendment is a preliminary amendment or supplemental amendment.

*Lia Bentley*  
Legal Instruments Examiner (LIE)

511-272-6574  
Telephone No.